Every missed call is a missed job.

You're on a roof, under a house, or home for supper. The phone rings and nobody gets it. Here's what happens when Leah, our AI receptionist, picks up instead.

Call Leah now

(334) 500-4323

Our demo line. Tell her your heat quit.

Plans from $197 a month. 14 days free. No long-term contract.

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BetaWave · Dothan, AL · hello@betawaveai.com · Office (334) 686-1260

Watch one call, start to finish.

Example: a 3-truck HVAC shop in Ozark. The shop, the customer and every number here are made up.

It's a Tuesday in November, 5:50 PM. The owner is on a job in Enterprise. The shop's phone rings.

1. **A customer calls.** Dana's heat pump is grinding. Nobody can grab the phone, so it forwards to Leah.
2. **Leah answers.** "Thanks for calling Example Heating & Air. This is Leah, the shop's AI assistant, on a recorded line. How can I help?"
3. **She takes the details.** Name, number, address and town, one at a time. She reads the number back. She won't guess what's wrong, promise a time, or quote a price the shop didn't give her.
4. **The call ends** after about two and a half minutes. Leah tells Dana the shop will call her back.
5. **The owner gets a text and an email** with the caller, number, address and problem.
6. **The owner calls back** from the truck and books Dana for 8 AM Wednesday. Then he taps "I called them back" in the email.

Know this: every call Leah answers sends you an alert, even hang-ups and sales calls she turned away.

On an emergency, the text starts with **EMERGENCY** and the email opens with a red box: "Emergency: call this customer back now."

What lands on the owner's phone

Example messages, built from the real alert wording. Names and numbers are made up.

The text

Example text message

Example Heating & Air: new repair
Dana Price (334) 555-0164
118 Elm St, Ozark
Heat pump is running but making a loud grinding noise since this afternoon.
Best time: Tomorrow morning

The email

From: BetaWave Front Desk <alerts@betawaveai.com>
Subject: New repair: Dana Price (334) 555-0164

Dana Price

Example Heating & Air · Nov 17, 5:50 PM CST · 2.4 min call

Call back	(334) 555-0164
Request	Repair
Address	118 Elm St, Ozark
Best time	Tomorrow morning
Problem	Heat pump is running but making a loud grinding noise since this afternoon.

I called them back

Summary: Dana Price called about her heat pump. It is still running but has made a loud grinding noise since this afternoon. She would like someone to come out tomorrow morning.

What's happening behind the scenes

1. **The voice service that runs Leah answers,** using your hours, services, towns, prices and emergency rules.
2. **When the call ends, it's saved to your account,** and your text and email go out. If one fails, Michael gets an email. If both fail, he also gets a phone call.

The weak spots:

- If the voice service or our phone company is down, calls may not reach Leah. There's no backup voicemail yet.
- If our database is down when a call ends, your text and email may not go out. Nothing warns us yet.

Here are the companies that do each part:

Company	What it does	What it keeps
Twilio	The phone company. It carries the calls and sends your text alerts.	Call logs (numbers and times) and the texts we send you
ElevenLabs	The voice service. It runs Leah, using an AI model from another company.	The recordings and written transcripts, for 365 days
Supabase	Our database.	Your account, your call records and the written conversations
Stripe	Takes payments and runs your online billing page.	Your card and invoices. We never see your full card number.
Resend	Sends our emails.	Copies of the emails we send you, which include caller details

Emergencies, and reaching a real person.

Plainly: Leah never passes a caller to you mid-call. She gets the details, the call ends, then Front Desk calls you. During your hours, your cell can ring first, so you can take the call yourself.

When it's an emergency

1. **Danger comes first.** For gas, smoke, fire or someone hurt, she tells them to get out and call 911, then ends the call. She is not a replacement for 911.
2. **Leah gets the name, number and address fast.** Your text and email say EMERGENCY.
3. **After the call, Front Desk rings you** and reads the details twice.
4. **Press 1.** Front Desk calls the customer back and puts you through.

Every shop gets an On-Call list, even a list of one.

Michael sets it up on your setup call, with you on it. Add your techs if you like.

On an emergency, Front Desk rings this week's on-call person, then the others, then you: up to 6 phones, rotating each week. The first to press 1 gets the job. If nobody does, you and Michael get an email.

What it costs, all of it.

Plan	Price	Minutes a month	What Leah does
After-Hours	**$197** a month	300	Nights, weekends and calls you miss
Full-Time	**$297** a month	600	Can answer every call, 24/7
Full-Time + Booking	**$447** a month	1,000	Full-Time, plus booking into time slots you set

Setup $297 once, sent as a separate invoice when your trial ends. Our first 5 Wiregrass businesses get free setup and their price locked for a year.

Free trial 14 days, card required. Nothing is charged until the 14 days end. Cancel before then and you pay nothing.

Minutes Leah never stops answering, and every call counts. Go over, and we tell you first, then add $0.25 a minute to your next bill. Your Monday Brief, a weekly email, shows your minutes.

No long-term contract. It's month to month.

A sample bill

Example: a Full-Time shop that isn't one of the first 5.

When	Amount
Days 1 to 14, free trial	$0
When the 14 days end: first month	$297
When the 14 days end: setup, a separate invoice	$297
A busy month: 640 minutes, 40 over	40 × $0.25 = $10
The next bill	**$297 + $10 = $307**

One of our first 5 pays $297 when the 14 days end, with no setup invoice.

What it's worth to your shop.

Put in your own numbers. If they say Front Desk won't pay for itself, the page will tell you so.

Try it with your own numbers on the live calculator at betawaveai.com/how-it-works/

The four numbers it asks for, and where they start

Calls you miss in a week, from real people — **5**
Look at your phone's missed-call list for last week. Leave out spam and robocalls.

Your average job, in dollars — **$350**
Add up your last 20 invoices and divide by 20. $350 is a placeholder: change it to yours.

The two guesses (change them if you know better)

Of those missed callers, how many hire someone else — **20%**
Some leave a voicemail or call back. Some call the next shop.

Of callers you do reach, how many hire you — **40%**
Think about last month's calls you answered. How many became a paid job?

Compare with: After-Hours $197 · Full-Time $297 · Full-Time + Booking $447

This is an estimate from your numbers, not a promise. BetaWave Front Desk is new and has no customer results yet. Try it free for 14 days and count the jobs yourself.

Worked example

Example: a 3-truck HVAC shop in Ozark. Made-up numbers to show the math, not a real customer.

- Misses 6 real calls a week, mostly while the crew is on jobs and after 6 PM.
- Average job $350. 20% of missed callers hire someone else. The shop wins 40% of the callers it reaches.
- Jobs lost a month: 6 × 4.33 × 20% × 40% = **about 2.1 jobs**.
- Work lost a month: 2.08 × $350 = **about $725**.
- Full-Time is $297 a month, so one $350 job covers it.
- First year with setup: 12 × $297 + $297 = $3,861, about $322 a month. One job a month still covers it.
- Minutes: about 26 missed calls a month × 3 minutes = about 80 minutes. That's well under Full-Time's 600. After-Hours at $197 might be enough for this shop.

How we got this: your missed calls × 4.33 weeks in a month × the share who hire someone else × the share of callers you usually win × your average job. The two shares start at 20% and 40%. They come from two national reports by companies that sell phone software. CallRail (2025) asked 1,000 people: 21% said they call another business right away. Invoca (2026) found 45% of real leads booked on the call. We rounded both down. They're not about your shop or the Wiregrass, so change them if you know better. The result is revenue, not profit. It doesn't count customers who'd have called you again next time.

Sources: CallRail, "Missed calls cost businesses more than ever" (Sep 2025) · Invoca Home Services Lead Conversion Benchmarks (July 2026)

Getting started, step by step.

Keep your phone, your number and your phone company. Michael does the setup.

Step	Who	How long
1. Fill in the short form, or call	You	A few minutes
2. Michael calls you back	Michael	Same business day, or the next morning
3. Setup call, in person or by phone: hours, services, towns, prices, emergencies, voice	You and Michael	About 30 minutes
4. Michael builds your Leah and your Front Desk number	Michael	Usually a few days in all
5. Five test calls together	You and Michael	A few minutes
6. Enter your card. The 14 days start now.	You	A few minutes
7. Forward your phone with one short code	You	Under a minute
8. Sign in with the code we email you	You	A minute
9. Your first Monday Brief email	Automatic	Monday, 7 AM Central

About the card. The form shows payment links right away. You can wait until after your test calls. The 14 days start when you enter a card.

Turning it off is up to you. Dial the off code on your sheet. We can't do it for you. If you cancel and leave forwarding on, callers hear "Nobody can take your call right now."

You stay in control.

- **Your customers are told the truth.** Her greeting says she's an AI assistant on a recorded line. She never pretends to be a person.
- **You can read every call** from the last 12 months in your account, word for word. Sign in with an emailed code.
- **You pick her voice:** Leah, Lisa, Willow, Jessica, Chris or Eric.
- **You can leave.** After you cancel, you can still sign in and read your calls. Michael deletes them if you ask.

Your calls and your data.

The short version

- Leah's greeting tells every caller she's an AI assistant and that the line is recorded. She never says she's a person.
- Your calls are yours. Other BetaWave customers can't see them. We don't sell your data or your callers' data.
- You keep your phone number, and you can turn forwarding off yourself at any time.
- You sign in with a code we email you. There's no password to lose.
- There's no long-term contract. You can cancel online, or call or email Michael.

How a call moves

1. A customer calls your number. Your phone forwards the call to your Front Desk number.
2. The phone company carries the call to Leah.
3. The voice service runs Leah. It records the call and writes down every word.
4. When the call ends, the record is saved in our database. (A database is like a locked filing cabinet on the internet.)
5. We send you a text and an email: who called, what they need, and how urgent it is.

Who can see what

Who	What they can see
You, plus any staff you ask Michael to add	Your own calls: who called, what they needed, and the full written conversation, going back up to 12 months
Michael Gordon, BetaWave's owner	Everything, so he can set up and fix your service: your calls, recordings, written conversations and billing
The companies above	Only what each one keeps, so it can do its part
Other BetaWave customers	Nothing. Your calls are walled off from theirs.
The public	Nothing

Questions owners ask.

Will my customers hang up? Can they tell it's AI?
Leah never pretends to be a person. Her greeting says she's an AI assistant and that the line is recorded. Some callers will still hang up, and Front Desk is too new to have numbers on how many. Call the demo line at (334) 500-4323 and judge for yourself.

What will I really pay each month? Do spam and hang-ups count?

Your plan price: $197, $297 or $447 a month. Setup is $297 once, free for our first 5 Wiregrass businesses. Every call Leah answers counts toward your minutes, even spam and hang-ups, but those are short. If you go over, we tell you first and add $0.25 a minute to your next bill.

Is there a contract, and how do I cancel?

No long-term contract. It's month to month. Cancel from your online billing page, or call or email Michael. Service runs to the end of the month you've paid for. You turn your call forwarding off yourself.

What happens with an emergency call at night?

Leah gets the details fast, and your text and email say EMERGENCY. After the call ends, Front Desk works down your On-Call list. Whoever presses 1 gets the job, and Front Desk calls the customer back and puts them through.

Can a caller reach a real person, or me?

Not in the middle of a call with Leah. She takes the details. On emergencies, Front Desk calls you right after the call. During your hours, your cell can also ring for 10 to 30 seconds first. Press 1 to take the call. If you don't, Leah answers. Your voicemail can't press 1, so it never takes the call.

Can I use it only after hours, or when I'm busy?

Yes. Your call forwarding decides which calls reach Leah: every call, only when you don't pick up, or after hours. For after hours, you dial one code at night and another in the morning. The After-Hours plan at $197 a month is built for this.

Do I keep my phone number?

Yes. Your number, phone and voicemail stay yours. Your phone company forwards calls to your Front Desk number with a short code, and another code turns it off.

Will it book jobs right, without double-booking? Does it work with my calendar or Jobber?

Booking comes with the Full-Time + Booking plan. Leah offers time slots you set with Michael, and two callers can't take the same slot. You get an email with a calendar invite to add the job to your calendar. She doesn't connect to Google Calendar, Jobber or Housecall Pro yet. So keep your slots up to date, or she may offer a time you're already busy.

What do I get after each call?

A text and an email. The text has the caller, number, address and problem. The email adds a summary and the whole conversation. Every call is also in your account to read. If you want to hear a recording, Michael sends it.

Does it know my trade, prices and service area? Can I change what it says?

Yes. On your setup call, Michael sets up your services, towns, hours and the prices she may give. She only quotes prices you give her and never guesses what's wrong. To change anything she says, call or email Michael.

How long does setup take, and what do I have to do?

Usually a few days from the first call. You spend about 30 minutes on a setup call, listen to five test calls, and dial one forwarding code. Michael does the rest.

Can I hear it before I pay?

Yes. Call the demo line at (334) 500-4323 any time. After setup, you hear her answer your own test calls. You don't need to enter a card until after that.

Inventory and Consulting, in three steps each.

Most owners come to BetaWave for Front Desk. Here's how our other two products work, and how they fit together today.

BetaWave Inventory

Free tools for labels, stock counts and packing slips. They run in your web browser. Nothing to install, no account.

1. **Open the label maker** at betawaveai.com/inventory. Paste rows from your spreadsheet, or open a CSV or Excel (.xlsx) file.
2. **Pick a label template** for the sheets or roll you already own. Change any line or barcode type.
3. **Print.** To count stock, open the count page on your phone, scan, and download your counts. For orders, open packing slips and load your order export.

Why it helps: no more hand-writing bin labels or counting on a clipboard. And it costs nothing.

> **Know this:** your lists stay in your browser, on that one device. Nothing is uploaded, and nothing is backed up. If you clear your browser or switch phones, your lists are gone, so keep your own spreadsheet. The count and packing-slip pages read CSV files, not Excel.

Paid plans aren't on sale yet. You can leave your email on the Inventory page to hear when accounting sync and paid plans open.

BetaWave Consulting

Michael looks at your whole business and tells you what to fix, with a price on each step. He does the work himself.

1. **Call or email Michael.** (334) 686-1260 or hello@betawaveai.com. The first call is free.
2. **Get a Business Review, $750.** Over about a week, Michael looks at how customers find you, how the work gets done and how money comes in. You get a short written plan with a price next to each step. The plan is yours either way.
3. **You decide.** Do it yourself, hire BetaWave for a fixed-price build, or do nothing. If you sign a build within 30 days, the $750 comes off it.

Prices

First call	Free
Business Review	$750, credited to your first build if you sign within 30 days
Builds	From $1,500, a fixed price in writing before work starts
Monthly help	$500 a month, up to 4 hours

Why it helps: you deal with one person, you keep the plan, and you see a price before any work starts.

See Consulting: betawaveai.com/consulting

How it all fits together

Today these are separate products from one small company.

What they share: one owner (Michael Gordon), one phone number, (334) 686-1260, one email, hello@betawaveai.com, and one website.

What they don't share yet: a login, your data or your bill. Front Desk has its own sign-in and its own billing. Inventory keeps your lists in your browser. Nothing moves between them on its own.

If you call the office line and Michael can't pick up, Leah, our AI receptionist, answers and takes a message.

Coming later

Built and waiting to be switched on, for Front Desk: texts back to callers who get cut off, Google review requests, follow-up texts on quotes nobody answered, and a link to your own calendar.

Planned for later: receipts, live stock counts, and one login for everything.

Hear her for yourself.

Call the demo line. (334) 500-4323. Tell her your heat quit.

Call Leah now (334) 500-4323

Start the free trial. Fill in four lines, and Michael calls you back.

Start 14 days free betawaveai.com/front-desk/start

Talk to Michael. Office (334) 686-1260 · hello@betawaveai.com. If he can't pick up, Leah answers and he calls you back.

Call Michael (334) 686-1260

betawaveai.com/how-it-works/

Scan the code, or type the address, for this guide online and the live calculator.

BetaWave (legal name BetaWave LLC) · Dothan, AL · hello@betawaveai.com · Office (334) 686-1260 · Demo line (334) 500-4323